

**What is claimed is:**

1. A computer-assisted method for typing customers/prospects, comprising the activities of:
  - refining a survey via bestfit clustering;
  - refining survey results via composition analysis; and
  - identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.
2. A computer-readable medium containing instructions for activities comprising::
  - refining a survey via bestfit clustering;
  - refining survey results via composition analysis; and
  - identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.
3. An apparatus for typing customers/prospects, comprising:
  - means for refining a survey via bestfit clustering;
  - means for refining survey results via composition analysis; and
  - means for identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.